



## An update from Nick Babington

It's a new year. And 2022 is set to be a big year for Health Assured. We're growing, we're advancing our proposition and we're revolutionising the world of wellbeing in the workplace. Things are changing—and I myself have been a part of this change. So I'd like to take this opportunity to introduce myself, Nick Babington, the new Sales Director here at Health Assured. Alongside newly appointed CEO Bertrand Stern-Gillet.

To give you a bit of background about me, I've been in the Group for 14 years, sitting on the board of 3 companies. More recently myself and two colleagues launched a business for the group in North America. I'm delighted to be on board, and I'm looking forward to growing Health Assured's partner programme in the months to come.

From January onwards, this newsletter will now be a monthly edition. We're keen to keep you up to date with all the latest news from Health Assured, give you tips on selling the proposition to clients and introduce our key contacts in the team. Over the coming months, we'll introduce each of our team members and give you some more background about what we can do for you.

And that's not all—it's going to be a year of advancement for the Health Assured re-sellers' programme. We'll soon be launching Health Assured VIP, enhancing our commission schemes and increasing educatory events to help resellers communicate advancements in the EAP market. We're also in the process of recruiting a field team so we can come out and meet more of you in person.

The UK is experiencing a mental health crisis, with one in six British workers suffering from a mental health condition each year. Health Assured offer an unrivalled service that can transform the way your clients support their employees during this time. Our helpline has seen the impact of the mental health crisis first hand.

Over the past six months we've seen calls increase 27% in comparison with last year.

Our cases matched for structured counselling have also increased by 32% in the past year.

Throughout 2021 we've had 17,595 EAP and SAP manager referrals and supported over 34,409 legal cases.

Yet, approaches to mental health in the workplace remain dated, inefficient and costly. As we progress into a world where attitudes towards mental health are changing for the better, it's time that the workplace reflected that too. 2022 will be a big step towards this reality. In our eyes, it's the year of the Employee Assistance Programme (EAP).

An EAP aids businesses to improve rates of workplace stress, productivity and absenteeism by supporting employees' mental, physical and emotional wellbeing. At Health Assured, we provide industry-leading support to over 70,000 businesses. And the figures show just how much of a difference this support makes:

- 35% decrease in workplace distress
- 20% increase in life satisfaction
- 72% back in work after therapy
- 35% decrease in presenteeism

We provide a 24/7, 365 UK-based helpline with 100% of calls answered in 20 seconds. Our BACP accredited counsellors are available to support employees anytime, anywhere.

If you have any questions at all about Health Assured, our EAP, or selling the service to clients—don't hesitate to get in touch. Me and the team are on hand to help you get the most out of our service. We hope to hear from you soon.

Thank you for your help and continued support.

Kind regards,

Nick